

ATTITUDE ON MARKETING AMONG SELECTED CENTRAL UNIVERSITY LIBRARY AND INFORMATION SCIENCE PROFESSIONALS: A STUDY

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ABSTRACT

Marketing, a social and Managerial process, can fulfil the need and wants of individuals or groups through creating, offering and exchanging products of value and service. The concept of marketing pervades each and every domain. Today the library and information centres also incorporate marketing strategy. In this study attempt has been made to identify the attitude on marketing, among library and information science professionals working in select central universities situated in the southern states of India.

The study was carried with the objective to identify the attitude of Library and Information Science professionals on the Concept of Marketing. Further, this study also to know whether the LIS professionals has a clear vision on the Purpose of marketing and to ascertain whether the LIS professionals realize the need for marketing and the means of the Marketing Plan. The attitude on marketing, among select central university library and information science professionals were studied using 21 variables on four categories such as the Concept of Marketing, Purpose, Need and Plan. A total of 103 questionnaires distributed among the library professionals in the 6 Central Universities in Southern states of which 87 were responded and the response rate is 84.47%. The concept of marketing is an important component of the curriculum in the library schools. The other concepts were Traditional view of libraries towards marketing has been in terms of promotion only, and Lack of knowledge and exposure to the concept of marketing. Getting immediate feedback from the users, communicating specific programmes and to expose library products and services were considered as purpose of marketing. The library users are often ignorant of the full range of services available in library emphasizes the need for marketing and planning process helps us to identify whether the existing services/products to continue / discontinue. The marketing plan insists that every library must have a vision and mission statement. The library should have a marketing plan for each products/services and user group. The libraries have to conduct marketing programmes in a coherent way rather than at random.

In general the marketing programme will enable the library to reach more potential users, encourage and promote the use of library resources and work towards becoming the indispensable information centre where modern information disseminating equipment are functional.

KEYWORDS: Attitude Towards Marketing, Marketing, Marketing Trend in Libraries & Central University

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INTRODUCTION

Today, in a global competitive World, the library professionals must actively reposition themselves with the available information resources and infrastructure, in the society. However, in the academic library setting,

marketing of information resources and services entails understanding the objectives of the library, researching the needs of the target users, packaging the library and its services to meet these needs, promotion of the library and its resources and services to attract the target users. The four dimensions of Marketing include selling, advertising, physical distribution, sales, promotion. Marketing is a social and Managerial process by which individuals or groups can fulfil their needs and want through creating, offering and exchanging products of value and others (Kotler, 2010). The basic purposes of marketing were to educate the users towards library resources and also to upkeep their knowledge by providing information appended in various sources available in the library.

The American Marketing Association defines “Marketing consists of individual and organizational activities that facilitate and expedite satisfying exchange relationships in the dynamic environment through the creation, servicing, distribution, promotion and pricing of goods, services and ideas”. Marketing is a sufficient change in the traditional attitude of librarians towards acquisition, organisation, processing and retrieving information. The basis of library services should be to help its users to solve their information gathering and processing needs.

Marketing strategy is comprehensive, integrated and coordinated plan that combines four “Ps” of marketing elements such as Product, Price, Place and Promotion (Koontz and Rockwood) and 3Ps of the marketing mix such as Participants, Physical evidence and Process. (Rafiq and Ahmed’s 3Ps). The dimension of Marketing includes Organisational strategy, External Marketing, Interactive Marketing and internal Marketing.

REVIEW OF LITERATURE

The studies in marketing reveal that marketing is an important tool (Bhatt, Amit Kumar and Md. Yusuf, 2016) ; creating awareness of library services (Md. Milan Khan and Moustafa Kamal, 2016); building public relations with the user’s community (Shiva Kanaujia Sukula and Parveen Babbar, 2016); enhances their workplace performance and foster interest in use (Bethany Wilkes and Jennifer Ward 2016); systematic and innovative approaches (Nelson Edewor et al. 2016); cost recouping and profit potentials (Md. Milan Khan and Mostafa Kamal (2016); enhance library operations and, user satisfaction (Busari et al., 2016) and importance of social media (Md Maidul Islam and Umme Habiba, 2015).

Further challenges associated with Marketing of Information Resources and Services were to patronize heavily (Gupta and Savard, 2010); to make consumer-oriented, integrated, goal oriented philosophy (Gupta and Jambhekar 2002); to embrace change; demonstrate leadership to the community and future oriented proactive focus on the user. (Weing, 2002, Aderibigbe and Farouk 2017).

OBJECTIVES

The objectives of the study were

- To identify the attitude of Library and Information Science professionals on the Concept of Marketing
- To know whether the LIS professionals have a clear vision on the purpose of marketing
- To ascertain whether the LIS professionals realize the need for marketing
- To identify the LIS professionals means on Marketing Plan

SAMPLE

The universities situated in the southern states of India are taken up for the study and the no. of questionnaires distributed and the responses were shown in Table 1.

Table 1: Response from the Respondents

S. No	University Code	University Name	No. of Questionnaire Distributed	Response Received	%
1	CUTN	Central University of Thiruvapur	8	7	87.5%
2	CUHYD	Central University of Hyderabad	15	13	86.67%
3	CUPON	Pondicherry Central University	20	15	75.0%
4	CUKER	Central University of Kerala	20	17	85.0%
5	CUMAURU	Maulana Azad National Urdu University	20	18	90.0%
6	CUKARNAD	Central University of Karnataka	20	17	85.0%
Total			103	87	84.47%

It is seen from Table 1 that out of 103 questionnaires distributed among the library professionals in the 6 Central Universities in Southern states, 87 (84.47%) were responded. Further the demographic details of the respondents were studied based on the university affiliation, designation and gender of the respondents. The details were shown in Table 2.

Table 2: Demographic Details

S. No	Description	Frequency	Percent	Cumulative Percent
University Name				
1	CUTN	7	8.0	8.0
2	CUHYD	13	14.9	23.0
3	CUPON	15	17.2	40.2
4	CUKER	17	19.5	59.8
5	CUMAURU	18	20.7	80.5
6	CUKARNAD	17	19.5	100.0
Designation				
1	Librarian	5	5.7	5.7
2	Deputy Librarian	7	8.0	13.8
3	Asst Librarian	22	25.3	39.1
4	Other Library Professionals	53	60.9	100.0
Gender				
1	Male	59	67.8	67.8
2	Female	28	32.2	100.0
Total		87	100.0	

It can be seen from Table 2 that among the 87 respondents, 59 belongs to male community. 60.9% of the respondents are other library professionals such as technical officers, library assistant, etc. Out of 6 universities, 5 universities have University Librarian (5.7%), 7 Deputy Librarian (8.0%) and 25.3% are Assistant Librarians.

ATTITUDE

The attitude on marketing, among select central university library and information science professionals were studied based on four attitudes such as the Concept of Marketing, Purpose, Need and Plan. The same is shown in Figure 1.



Figure 1: Concepts of Attitude in Marketing

A total of 21 variables for these four components was taken up for the study. Each component has no. of variables. The components and the no. of variables are shown in Tables 3.

Table 3: Components and Variables

S. No	Attitude	No. of Variables	Variables
1	Concept of Marketing	5	Not only to business organization
			Beyond selling and advertising
			Traditional view of libraries towards marketing has been in terms of promotion only
			Lack of knowledge and exposure on the concept of marketing
			Important component of the curriculum in the library schools.
2	Purpose of Marketing	5	To expose the library products and services to the users
			To announce the specific programme and updates quickly to the users
			To get immediate feedback from the users for a particular products/service
			To expose library products and services globally
			Web page campaign methods to inspired the users
3	Need for marketing	6	Library users are often ignorant of the full range of services available in library
			Marketing programme helps to justify the cost involved in generation of information products/services
			Marketing planning process helps us to identify which services/products to continue / discontinue.
			Increasing resource constraints and shrinking library budgets have made it imperative for the libraries to employ marketing techniques in their operations.
			The internet and library web page is effective channel to communicate the information to the users.
			The electronic age and global competition has forced librarians to consider using the concept of marketing in the library also.
4	Marketing Plan	5	Every library must have a vision and mission statement
			The library should have a marketing plan for each products/services and user group
			Libraries conduct marketing programmes at random rather than develop a coherent programme
			A major problem in developing a marketing programme in the library is obtaining man power and financial support.
			Immediate feedback on the quality of services/ products is essential for marketing the necessary adjustments to meet user’s requirements.
Total		21	

RELIABILITY TEST

Reliability is concerned with the consistency of a variable. There are two identifiable aspects of this issue: external and internal reliability. Nowadays, the most common method of estimating internal reliability is Cronbach alpha (α). The formula used for internal reliability is

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

A commonly accepted rules for describing internal consistency using Cronbach alpha (Cronbach, Lee and Shavelson 2004) are $\alpha \geq 0.9$ (Excellent), $0.9 > \alpha \geq 0.8$ (Good), $0.8 > \alpha \geq 0.7$ (Acceptable), $0.7 > \alpha \geq 0.6$ (Questionable), $0.6 > \alpha \geq 0.5$ (Poor) and $0.5 > \alpha$ (Unacceptable).

In order to identify the reliability of the variables, Cronbach alpha (α) analysis has been carried out for 21 variables on attitude on marketing among select central university library and information science professionals. The Alpha value for the same are calculated and shown in Table 4, which indicates that all the variables are acceptable for further studies.

Table 4: Reliability Test – Cronbach Alpha Value

S. No	Attitude	No. of Variables	Alpha Value
1	Concept of Marketing	5	0.7529
2	Purpose	5	0.7416
3	Need for marketing	6	0.8514
4	Marketing Plan	5	0.8300
Total		21	0.7525

All the 21 variables alpha value works out to 0.7525. The alpha value for the each four components ranges between 0.7416 and 0.8514. The alpha value is >0.7 which indicates that all the variables are acceptable.

CONCEPT OF MARKETING

The concept of marketing had been analysed based on five variables such as “Not only to business organization”, “Beyond selling and advertising”, “Traditional view of libraries towards marketing has been in terms of promotion only”, “Lack of knowledge and exposure on the concept of marketing” and “Important component of the curriculum in the library schools”. The respondent's opinion was analysed and ranked based on the mean and standard deviation value which is shown in Table 5.

Table 5: Concept of Marketing

S. No	Description	Strongly Disagree		Disagree		No Opinion		Agree		Strongly Agree		Mean	Std	Rank
1	Not only to business organization	7	8.0%	7	8.0%	19	21.8%	36	41.4%	18	20.7%	3.59	1.147	5
2	Beyond selling and advertising	3	3.4%	10	11.5%	15	17.2%	33	37.9%	26	29.9%	3.79	1.101	4
3	Traditional view of libraries towards marketing has been in terms of promotion only	3	3.4%	7	8.0%	15	17.2%	33	37.9%	29	33.3%	3.90	1.068	2
4	Lack of knowledge	2	2.3%	12	13.8%	11	12.6%	31	35.6%	31	35.6%	3.89	1.115	3

	and exposure on the concept of marketing													
5	Important component of the curriculum in the library schools.	3	3.4%	9	10.3%	9	10.3%	33	37.9%	33	37.9%	3.97	1.104	1

It is seen from Table 5 that the respondents opined that the concept of marketing shall be an important component of the curriculum in the library schools (3.97) followed by Traditional view of libraries towards marketing has been in terms of promotion only (3.90) and Lack of knowledge and exposure on the concept of marketing (3.89). The least preference given is not only to business organization. It is inferred that the respondents are on the opinion that the concept of marketing should be treated not only to the business organization and it can be extended to all organisations including library and information centres. The mean value among the variables ranges between 3.59 and 3.97.

Further the concept of marketing was analysed against the 6 Central universities and were ranked based on the mean and standard deviation value and the same is shown in Table 6.

It can be seen from Table 6 and 7 that the overall mean value ranges between 3.29 and 4.29. The standard deviation ranges between 0.752 and 1.291 which indicates that there was no much difference of opinion among the respondents. The order of preferences between the respondents affiliated institutions differ from category to category. In is inferred that the concept of marketing is based on the “traditional view of libraries towards marketing has been in terms of promotion only” followed by “Important component of the curriculum in the library schools”.

Table 6: Concept of Marketing Vs University – Mean and Standard Deviation

S. No.	Description	CUTN			CUHYD			CUPON			CUKER			CUMAURU			CUKARNAD		
		Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank
1	Not only to business organization	3.57	.976	4	3.54	1.127	5	3.60	1.242	4	3.35	1.272	5	3.83	.985	5	3.59	1.278	3
2	Beyond selling and advertising	3.29	.951	5	4.00	.913	1	3.67	1.291	3	3.76	1.200	3	4.22	.808	2	3.53	1.231	4
3	Traditional view of libraries towards marketing has been in terms of promotion only	4.00	.816	3	3.69	1.251	4	3.60	1.242	4	3.94	1.144	1	4.28	.752	1	3.82	1.074	1
4	Lack of knowledge and exposure on the concept of marketing	4.29	.756	1	3.92	.954	2	4.27	1.033	1	3.65	1.057	4	4.17	.985	4	3.29	1.404	5
5	Important component of the curriculum in the library schools.	4.29	.756	1	3.92	1.188	3	3.80	1.207	2	3.94	1.249	2	4.17	.857	3	3.82	1.237	2

Table 7: Concept of Marketing Vs University – Rank

S. No.	Description	CUTN	CUHYD	CUPON	CUKER	CUMAURU	CUKARNAD
		Rank	Rank	Rank	Rank	Rank	Rank
1	Not only to business organization	4	5	4	5	5	3
2	Beyond selling and advertising	5	1	3	3	2	4
3	Traditional view of libraries towards marketing has been in terms of promotion only	3	4	4	1	1	1
4	Lack of knowledge and exposure on the concept of marketing	1	2	1	4	4	5
5	Important component of the curriculum in the library schools.	1	3	2	2	3	2

PURPOSE OF MARKETING

The purpose of marketing among the library professionals were studied in 6 Central universities based on “To expose the library products and services to the users”, “To announce the specific programme and updates quickly to the users”, “To get immediate feedback from the users for a particular products/service”, “To expose library products and services globally” and “Web page campaign methods to inspired the users”. Table 8 shows the ranking of the categories based on mean and standard deviation. The opinion of the respondents were based on the five point scale such as Strongly disagree, Disagree, No opinion, Agree and Strongly Agree.

Table 8: Purpose of Marketing

S. No.	Description	Strongly Disagree		Disagree		No Opinion		Agree		Strongly Agree		Mean	Std	Rank
1	To expose the library products and services to the users	4	4.6%	9	10.3%	13	14.9%	33	37.9%	28	32.2%	3.83	1.133	5
2	To announce the specific programme and updates quickly to the users	0	.0%	9	10.3%	12	13.8%	36	41.4%	30	34.5%	4.00	.952	2
3	To get immediate feedback from the users for a particular products/service	1	1.1%	8	9.2%	9	10.3%	34	39.1%	35	40.2%	4.08	.991	1
4	To expose library products and services globally	3	3.4%	8	9.2%	11	12.6%	34	39.1%	31	35.6%	3.94	1.082	3
5	Web page campaign methods to inspired the users	4	4.6%	9	10.3%	9	10.3%	34	39.1%	31	35.6%	3.91	1.137	4

It is seen from Table 8 that the respondents given primary importance to “To get immediate feedback from the users for a particular products/service” with a mean value of 4.08 followed by “To announce the specific programme and updates quickly to the users” with 4.00 as the mean value. The least preference was given to “To expose the library products and services to the users” (3.83). The standard deviation ranges between 0.991 and 1.137 which shows that there is no difference opinion among the respondents.

Tables 9 and 10 reveal that the preference of the purpose of marketing among the libraries in 6 Central universities situated in southern India are not same and differs among the categories. The mean value ranges between 3.00 and 4.33. The standard deviation ranges between 0.686 and 1.407. The utmost priority is being given for getting immediate feedback from the users for a particular product/service and To expose library products and services globally, whereas the least preferences are To expose the library products and services to the users and Web page campaign methods to inspire the users.

Table 9: Purpose of Marketing Vs University – Mean and Standard deviation

S. No.	Description	CUTN			CUHYD			CUPON			CUKER			CUMAURU			CUKARNAD		
		Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank
1	To expose the library products and services to the users	3.00	1.291	5	3.85	1.144	4	4.07	1.033	3	3.94	1.088	2	4.33	.686	1	3.29	1.312	5
2	To announce the specific programme and updates quickly to the users	3.71	.951	4	3.92	.954	3	4.07	.961	2	3.88	1.054	3	4.28	.826	2	3.94	1.029	4
3	To get immediate feedback from the users for a particular products/service	4.14	.900	2	4.15	1.068	1	4.13	1.060	1	3.82	1.237	4	4.11	.832	3	4.18	.883	2
4	To expose library products and services globally	4.29	.756	1	4.00	1.080	2	3.60	1.242	4	3.71	1.213	5	3.94	1.110	5	4.29	.849	1
5	Web page campaign methods to inspired the users	3.86	1.069	3	3.85	1.281	5	3.53	1.407	5	4.00	1.173	1	4.11	.963	4	4.00	1.000	3

Table 10: Purpose of Marketing Vs University – Rank

S. No	Description	CUTN	CUHYD	CUPON	CUKER	CUMAURU	CUKARNAD
		Rank	Rank	Rank	Rank	Rank	Rank
1	To expose the library products and services to the users	5	4	3	2	1	5
2	To announce the specific programme and updates quickly to the users	4	3	2	3	2	4
3	To get immediate feedback from the users for a particular products/service	2	1	1	4	3	2
4	To expose library products and services globally	1	2	4	5	5	1
5	Web page campaign methods to inspired the users	3	5	5	1	4	3

NEED FOR MARKETING

The need for marketing has been studied through five point scale. The mean and standard deviation were calculated to find the ranking order among the variables by the respondents. The mean, standard deviation and the ranking order are shown in Table 11.

Table 11: Need for Marketing

S. No.	Description	Strongly Disagree		Disagree		No Opinion		Agree		Strongly Agree		Mean	Std	Rank
1	Library users are often ignorant of the full range of services available in library	0	.0%	17	19.5%	4	4.6%	36	41.4%	30	34.5%	3.91	1.085	1
2	Marketing programme helps to justify the cost involved in generation of information products/services	5	5.7%	9	10.3%	14	16.1%	33	37.9%	26	29.9%	3.76	1.161	3
3	Marketing planning process helps us to identify which services/products to continue / discontinue.	0	.0%	5	5.7%	16	18.4%	53	60.9%	13	14.9%	3.85	.740	2
4	Increasing resource constraints and shrinking library budgets have made it imperative for the libraries to employ marketing techniques in their operations.	0	.0%	17	19.5%	35	40.2%	22	25.3%	13	14.9%	3.36	.964	6
5	The internet and library web page is effective channel to communicate the information to the users.	0	.0%	17	19.5%	21	24.1%	35	40.2%	14	16.1%	3.53	.986	5
6	The electronic age and global competition has forced librarians to consider using the concept of marketing in the library also.	6	6.9%	7	8.0%	19	21.8%	27	31.0%	28	32.2%	3.74	1.196	4

It is learnt from Table 11 that among the 6 variables identified in the need for marketing, the respondents were given the top priority to “Library users are often ignorant of the full range of services available in library” followed by “Marketing planning process helps us to identify which services/products to continue / discontinue”. The least preferences are “Increasing resource constraints and shrinking library budgets have made it imperative for the libraries to employ marketing techniques in their operations” and “The internet and library web page is an effective channel to communicate the information to the users”. The mean value ranges between 3.36 and 3.91 wherein the standard deviation is between 0.740 and 1.196 which confirms that there is no difference of opinion among the respondents. It is inferred that the users are not fully utilizing the various services offered by the library. Also the shrinking of budgets gives hardship to the professionals to give effective service to the users as well the open resources available through the internet.

Table 12: Need for Marketing Vs University – Mean and Standard Deviation

S. No.	Description	CUTN			CUHYD			CUPON			CUKER			CUMAURU			CUKARNAD		
		Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank
1	Library users are often ignorant of the full range of services available in library	4.71	.488	1	3.46	1.127	2	4.20	1.014	1	3.47	1.068	4	4.00	1.085	1	4.00	1.118	1
2	Marketing programme helps to justify the cost involved in generation of information products/services	4.57	.787	2	3.31	1.251	5	4.00	1.069	3	3.29	1.160	6	3.89	1.132	3	3.88	1.166	4
3	Marketing planning process helps us to identify which services/products to continue / discontinue.	4.29	.756	3	3.62	.650	1	3.93	.799	4	3.71	.686	1	3.89	.758	2	3.88	.781	2
4	Increasing resource constraints and shrinking library budgets have made it imperative for the libraries to employ marketing techniques in their operations.	3.71	1.113	4	3.00	1.000	6	3.47	.990	6	3.29	.772	5	3.44	.984	6	3.35	1.057	6
5	The internet and library web page is effective channel to communicate the information to the users.	3.71	1.113	4	3.31	.947	4	3.67	.976	5	3.59	.939	2	3.50	1.043	5	3.47	1.068	5
6	The electronic age and global competition has forced librarians to consider using the concept of marketing in the library also.	3.29	1.380	6	3.46	1.198	3	4.13	1.125	2	3.53	1.068	3	3.83	1.383	4	3.88	1.111	3

Table 13: Need for Marketing Vs University – Rank

S. No.	Description	CUTN	CUHYD	CUPON	CUKER	CUMAURU	CUKARNAD
		Rank	Rank	Rank	Rank	Rank	Rank
1	Library users are often ignorant of the full range of services available in library	1	2	1	4	1	1
2	Marketing programme helps to justify the cost involved in generation of information products/services	2	5	3	6	3	4
3	Marketing planning process helps us to identify which services/products to continue / discontinue.	3	1	4	1	2	2
4	Increasing resource constraints and shrinking library budgets have made it imperative for the libraries to employ marketing techniques in their operations.	4	6	6	5	6	6
5	The internet and library web page is effective channel to communicate the information to the users.	4	4	5	2	5	5
6	The electronic age and global competition has forced librarians to consider using the concept of marketing in the library also.	6	3	2	3	4	3

It can be seen from Tables 12 and 13 that the mean value for need for marketing is between 3.00 and 4.71. The standard deviation value is between 0.488 and 1.383. Most of the respondent given first preference as “Library users are often ignorant of the full range of services available in library” which confirms that there is a need for marketing of the library services amongst the users, whereas the shrinking of the library budget and increasing resource constraints restricts the users to avail the library services. It is essential that the authorities shall make an effective budget to meet the needs of the users.

MARKETING PLAN

A detailed marketing plan needs to be put in place to attract the user community to utilize the services effectively. In order to identify the marketing plan, five different variables were identified and analysed based on a five point scale. The analysis had been carried out using mean and standard deviation and ranked. The results are shown in Table 14.

Table 14: Marketing Plan

S.No.	Description	Strongly Disagree		Disagree		No Opinion		Agree		Strongly Agree		Mean	Std	Rank
1	Every library must have a vision and mission statement	1	1.1%	13	14.9%	7	8.0%	32	36.8%	34	39.1%	3.98	1.089	1
2	The library should have a marketing plan for each products/services and user group	3	3.4%	6	6.9%	16	18.4%	35	40.2%	27	31.0%	3.89	1.039	2
3	Libraries conduct marketing programmes at random rather than develop a coherent programme	0	.0%	8	9.2%	19	21.8%	44	50.6%	16	18.4%	3.78	.855	3
4	A major problem in developing a marketing programme in the library is obtaining man power and financial support.	0	.0%	17	19.5%	30	34.5%	25	28.7%	15	17.2%	3.44	.997	5
5	Immediate feedback on the quality of services/ products is essential for marketing the necessary adjustments to meet user's requirements.	0	.0%	18	20.7%	17	19.5%	32	36.8%	20	23.0%	3.62	1.059	4

Mean value of all five variables taken up under a marketing plan ranges between 3.44 and 3.98 indicates that the variables lean towards agree. The standard deviation ranges between 0.855 and 1.089 shows that there was no significant deviation in respondent's opinion.

The marketing plan insists that every library must have a vision and mission statement. The library should have a marketing plan for each products/services and user group. The libraries have to conduct marketing programmes in a coherent way rather than at random. (Table 15).

Table 15: Marketing Plan Vs University – Mean and Standard Deviation

S. No.	Description	CUTN			CUHYD			CUPON			CUKER			CUMAURU			CUKARNAD		
		Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank	Mean	Std.	Rank
1	Every library must have a vision and mission statement	4.71	.488		3.46	1.127		4.20	1.014		3.47	1.068		4.00	1.085		4.00	1.118	
2	The library should have a marketing plan for each products/services and user group	4.57	.787		3.31	1.251		4.00	1.069		3.29	1.160		3.89	1.132		3.88	1.166	
3	Libraries conduct marketing programmes at random rather than develop a coherent programme	4.29	.756		3.62	.650		3.93	.799		3.71	.686		3.89	.758		3.88	.781	
4	A major problem in developing a marketing programme in the library is obtaining man power and financial support.	3.71	1.113		3.00	1.000		3.47	.990		3.29	.772		3.44	.984		3.35	1.057	
5	Immediate feedback on the quality of services/ products is essential for marketing the necessary adjustments to meet user's requirements.	3.71	1.113		3.31	.947		3.67	.976		3.59	.939		3.50	1.043		3.47	1.068	

CONCLUSIONS

The present study has been undertaken to assess the Marketing of Information Products & Services in Central University Libraries in South India. The name of those Universities are Pondicherry Central University (CUPON), Central University of Thiruvallur (CUTN), Central University of Hyderabad (CUHYD), Maulana Azad National Urdu University (CUMAURU), Central University of Karnataka (CUKARNAD) and Central University of Kerala (CUKER). A structured questionnaire was distributed among the faculty members, research-scholars and students of all departments in above Universities. Most of the respondents gave an opinion on mechanism to monitor the effectiveness of the services and products. Regular surveys should be conducted among users to know the continuity of the existing services/products and initiation of new services/products. It was also suggested that it should adopt some of the marketing and promotional strategies including publications, academic events, media and effective presentation of information products and services through the library website.

In general the marketing programme will enable the library to reach more potential users, encourage and promote the use of library resources and work towards becoming the indispensable information centre where modern information disseminating equipment are functional.

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